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The rise and decay of new high-technology ventures

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PRELIMINARY CONFERENCE PROGRAM

31 May 2012

11:00 – 12:00

Coaches leaving Aalborg to Comwell Rebild Bakke

Place of Departure: Parking in front of the Central Railway Station

Hotel Check in

12:00 – 13:00

Lunch

13:00 – 14:30

Opening Plenary

Welcome address from the Head of Department and Head of CIB

Keynote presentations:

Karl Sauvant: Sustainable International Investment

*Vale Columbia Centre on Sustainable International Investment, Columbia Law School -
Earth Institute, Columbia University, New York, USA.*

Fellow of AIB

John Child: The Role of Context in International Investment

Department of Management, University of Birmingham, UK

Fellow of AIB; Fellow of the British Academy of Management

14:35 – 16:00

Round Table 1: Global Mindset

George Tesar, University of Wisconsin-Whitewater

Stan Paliwoda, University of Strathclyde, UK

Tom Bramorski, University of Wisconsin-Whitewater

Nigel Holden, UCLAN, UK

Yinlong Zhang, University of Texas at San Antonio

16:00 – 16:30

Coffee break and cakes

16:30 – 18:00

PP 1: The Importance of Context and Business Systems in International Business

Session Chair: *George Tesar, Umea University and University of Wisconsin-Whitewater*

*Agri-Business Development and the Role of Value Chain Business Associations: The Case of
Dried Fruits and Vegetables in Tanzania*

Sørensen, O., Ndyetabula, D. and Temu, A.A.

How Transnational Communities affect the National Business Systems?

Rana, M. B.

*How Does Corruption Affect the Attraction of FDI in Latin America? Perspective from
Developing Nations*

Godinez, J.R. and Liu, L.

The Role of Context in the Internationalisation of Firms

Child, J. and Marinova, S.

PP 2: Sustainable Development Perspectives and International Business Research

Session Chair: *Stan Paliwoda*, University of Strathclyde, UK

The International Trade of Virtual Water of South American Countries and its Implications for Sustainability

Prates, R. and Seifert, R.

Global Business Strategies for Ecological Sustainability: Developing a New Strategic Typology

Borland, H. and Ambrosini, V.

Sustainable Development: Concept Contradictions and Directions for Internationalisation Research.

Vizeu, F. and Seifert, R.

Qualitative Research in International Business

Rasmussen, E.

19:00

Welcome Dinner and visit to Rebild Hiils and Roverstuen (The Robbers' Room)

1 June 2012

9:00 – 10:30

PP 3: Marketing and International Business

Session Chair: *Stan Paliwoda*, University of Strathclyde, UK

Drivers and Barriers of Exports: Some Evidence from Ghanaian Pharmaceutical Manufacturing Companies

Akomea, S., Sorensen, O. and Amponsah-Efah, K.

Empirical Research on Foreign Entry Mode: Assessing Core Tenets of Four Theoretical Frameworks

Wulff, J.N.

Brand Perception, Ideology and Consumer Ethnocentrism in Post-Communist Romania

Iacob, A. and Kuada, J.

Shoppers and Malls in Ghana

Hinson, R., Dorson-Anning, T. and Kastner, A.A.N.A.

PP 4: Internationalization Challenges in Emerging Economies

Session Chair: *John Kuada*, Aalborg University, Denmark

Pharmaceutical Multinational Firms: The Problem of Transition in Emerging Economies

Ahen, F.

A Framework for Retail Competition in China and India: Prospects for Global and Local Actors

Baron, M-L., Dholakia, N. and Dholakia, R.

Internationalization of Chinese Firms: Which Factors Matter?

Vissak, T. and Zhang

Factors that Impact on Lumber and Veneer Firms in Ghana

Akomea, S., Nkrumah, F. K. and Acquah, E. E.

10:30 – 11:00

Coffee break

11:00 – 12:30

PP 5: Decision Making for Internationalisation

Session Chair: *Marin Marinov*, University of Gloucestershire and Aalborg University

Decision Logics and Network Attachment in the Internationalization of SMEs: Towards a Contingency Analysis

Child, J. and Hsieh, L.

The Role of Financial Crisis and International Business on the Relationship between Decision Politics and Success: Evidence from Small and Medium-Sized Enterprises

Elbanna, S., Gherib, J. and Di Benedetto, C.A.

Explaining the Occasional and Active International Involvement of SMEs: The Role of Firm and Decision Maker's Attributes

Seifert, R., Child, J. and Rodrigues, S.

Constellation of Cluster Firms and Effects on Cluster Development: The Influence of Managerial and Entrepreneurial Mindset and Behaviour

Vincze, S. and Zettinig, P.

PP 6: The Role of Firm Capabilities in Internationalisation

Session Chair: *George Tesar*, Umea University, Sweden and University of Wisconsin-Whitewater, USA

Firm Level Capacity Building for Internationalisation of Indian SMEs

Arora, S. and Mittal, S.

Dynamic Capability in Upgrading Bangladeshi Apparel Firms in the Global Value Chain: Knowledge Spillover Perspective

Islam, T. and Rana, M. B.

Early Rapidly Internationalising Technology Based South African Firms: The Case for Knowledge Based Network Ties

Masango, S. and Marinova, S.

Specifying Orchestrating Capability in Network Organization and Interfirm Innovation Networks

Hu, Y. and Sorensen, O.

12:30-13:30

Lunch

13:30 – 15:00

PP 7: R&D and Internationalisation of Firms

Session Chair: *Hamid Moini*, University of Wisconsin-Whitewater, USA

Patterns of R&D Internationalization in Developing Countries: China as a Case

Jin, J., Wang, Y. and Vanhaverbeke, W.

Systemizing Radical Innovation Typology: Remediating Parallel Research and Type Confusion

Kristiansen, J.N.

The Relational View of Competitive Advantage: Case Study on a Strategic R&D Alliance

Hu, Y., Zhang, S., Sorensen, O. and Li, J.

PP 8: Effect of Technologies and Innovation on Internationalisation

Session Chair: *Nik Gholakia*, University of Rhode Island, USA

China and India: Comparing Digital Access, Applications, and Aspirations

Kshetri, N.

Towards a Dual Approach to IS Strategy

Reimer Ivang

The Rise and Decay of New High-Technology Ventures

Turcan, R. and Busuncian, E.

Techno Mindsets: Thinking About How New ICTs Influence Internationalization Processes

Graeml, A.

15:00 – 15:30

Coffee Break and Cakes

15:30 – 17:00

Round Table 2: Internationalization of SMEs

Hamid Moini, University of Wisconsin-Whitewater

John Child, University of Birmingham, UK

Erik Rasmussen, University of Southern Denmark, Denmark

Romeo Turcan, Aalborg University, Denmark

Linda Hsieh, University of Birmingham, UK

Said Elbanna, UAEU, UAE

17:05 – 18:30

Business Leaders Session

19:00

Conference Dinner and Awards

2 June 2012

9:00 – 10:30

Round Table 3: Internationalization of Emerging Economies and Firms

Marin Marinov, University of Gloucestershire, UK

Karl Sauvant, Columbia University, USA

Bent Petersen, Copenhagen Business School, Denmark

Tiia Vissak, Tartu University, Estonia

Witold Wilinski, Warsaw School of Economics, Poland

Rene Eugenio Seifert Jr., Universidade Positivo, Brazil

Daniela Buzzulini Prioste, Brazil

Svetla Marinova, Aalborg University, Denmark

10:30 – 10:45

Coffee break

10:45 – 12:15

PP 9: Internationalisation and Global Value Chain

Session Chair: *Nigel Holden, UCLAN, UK*

Use of Build-Operate-Transfer Outsourcing Contracts in Emerging Markets

Petersen, B. and Peter Jensen

Value Chain Module Relocations of Polish Micro- and Small-sized Companies Operating in Automotive and Clothing Industries

Dzikowska, M.

Global Supply Chain Management at GE Medical Systems

Bramorski, T.

Global Supply Chains and Eco-Information: Proposed Systems Framework

Guérin, F., Dholakia, R. and Dholakia, N.

PP 10: Challenges in Internationalisation Activities

Session Chair: *Erik Rasmussen*, University of Southern Denmark

Strategic Implications of Cross-Cultural Changes on Internationalization of Smaller Manufacturing Enterprises: An Assessment

Tesar, G. and Moini, H.

Motives of Cross-border Mergers and Acquisitions: Some Evidence from Danish Firms

Wang, D. and Moini, H.

Knowledge Transfer Isn't Simply Transfer: Mutual and Individual-based Learning in International Joint Ventures in Vietnam

Dao, L. and Napier, N.

What Do We Know about Internationalization of the Central and Eastern European Countries and Firms? An Integrated Literature Review.

Wilinski, W.

12:15-12:45

Closing Session

12:45 – 14:00

Lunch